

ORDER



KSNW

Orders	Order / Rev:	104407	
	Alt Order #:	06832081	
	Product Desc:	HELLER FOR SENATE	
	Estimate:		KSNV
	Flight Dates:	10/03/12 - 10/09/12	Amy McCreary
	Original Date / Rev:	07/18/12 / 07/18/12	BLPHI
	Order Type:	GENERAL	National

Agency	Name:	Strategic Media Services, Inc.
	Buying Contact:	
	Billing Contact:	
	3299 K St. NW	
	Washington, DC 20007	
	Billing Type:	Cash
	Billing Calendar:	Broadcast
	Billing Cycle:	EOM/EOC
	Agency Commission:	15%

Advertiser	Name:	Heller, Dean for U.S. Senate	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PLC01	Order Separation:
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/09/12	134	\$82,725.00	\$70,316.25	October 2012	134	\$82,725.00	\$70,316.25	0.00
					Totals	134	\$82,725.00	\$70,316.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

Order Share	Share	Total
KSNV	29%	\$82,725.00
Market	100%	\$285,258.62

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$74,167.24
KLVX	0%	\$0.00
KSNV-	2%	\$5,705.17
KTNV	18%	\$51,346.55
KTUD	1%	\$2,852.59
KVVU	24%	\$68,462.07
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

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 Flight Dates: 10/03/12 - 10/09/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/05/12	M-F 5-6a WakeUp w/WagM	5-6a		--WTF--	:30	6	\$300.002	0.00	NM		6	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 6 \$300.00 0.00															
E 2	KSNV	10/08/12	10/09/12	M-F 5-6a WakeUp w/WagM	5-6a		MT-----	:30	4	\$300.002	0.00	NM		4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 4 \$300.00 0.00															
E 3	KSNV	10/08/12	10/09/12	M-F 6-7a WakeUp w/WagM	6-7a		MT-----	:30	4	\$450.002	0.00	NM		4	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 4 \$450.00 0.00															
E 4	KSNV	10/03/12	10/05/12	M-F 6-7a WakeUp w/WagM	6-7a		--WTF--	:30	6	\$450.002	0.00	NM		6	\$2,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 6 \$450.00 0.00															
E 5	KSNV	10/03/12	10/05/12	Today Show	CM	658a-9am	--WTF--	:30	6	\$600.002	0.00	NM		6	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 6 \$600.00 0.00															
E 6	KSNV	10/08/12	10/09/12	Today Show	CM	658a-9am	MT-----	:30	4	\$600.002	0.00	NM		4	\$2,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 4 \$600.00 0.00															
E 7	KSNV	10/08/12	10/09/12	M-F Today Show II 3rd HOM	9-10a		MT-----	:30	2	\$275.002	0.00	NM		2	\$550.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 2 \$275.00 0.00															
E 8	KSNV	10/03/12	10/05/12	M-F Today Show II 3rd HOM	9-10a		--WTF--	:30	3	\$275.002	0.00	NM		3	\$825.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 3 \$275.00 0.00															
E 9	KSNV	10/03/12	10/05/12	M-F Today Show III 4th HOM	10am-11am		--WTF--	:30	3	\$225.002	0.00	NM		3	\$675.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 3 \$225.00 0.00															
E 10	KSNV	10/08/12	10/09/12	M-F Today Show III 4th HOM	10am-11am		MT-----	:30	2	\$225.002	0.00	NM		2	\$450.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 2 \$225.00 0.00															
E 11	KSNV	10/08/12	10/09/12	Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$225.002	0.00	NM		2	\$450.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 2 \$225.00 0.00															
E 12	KSNV	10/03/12	10/05/12	Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$225.002	0.00	NM		3	\$675.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 3 \$225.00 0.00															
E 13	KSNV	10/03/12	10/05/12		CM	12-1230pm	--WTF--	:30	3	\$275.002	0.00	NM		3	\$825.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Tonight Show															
Tonight Show															
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	MT-----		2			\$275.00	0.00					
E 38	KSNV	10/03/12	10/05/12	The Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$275.002	0.00	NM		3	\$825.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	--WTF--		3			\$275.00	0.00					
E 39	KSNV	10/08/12	10/08/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$2,400.002	0.00	NM		1	\$2,400.00
Monday Prime 8-10pm															
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	M-----		1			\$2,400.00	0.00					
E 40	KSNV	10/09/12	10/09/12	Tues PR 8-9p	CM	8-9pm	-T-----	:30	1	\$2,400.002	0.00	NM		1	\$2,400.00
Tuesday Prime 8-9pm															
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	-T-----		1			\$2,400.00	0.00					
E 41	KSNV	10/04/12	10/04/12	Thurs PR 10-11p	CM	10-11pm	---T---	:30	1	\$2,100.002	0.00	NM		1	\$2,100.00
Thursday Prime 10-11pm															
ROCK CENTER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	---T---		1			\$2,100.00	0.00					
E 42	KSNV	10/05/12	10/05/12	Fri 10-11p	CM	10-11pm	----F--	:30	1	\$2,100.002	0.00	NM		1	\$2,100.00
Friday Prime 10-11pm															
DLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	----F--		1			\$2,100.00	0.00					
E 43	KSNV	10/06/12	10/07/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.002	0.00	NM		2	\$1,500.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----SS		2			\$750.00	0.00					
E 44	KSNV	10/06/12	10/06/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$225.002	0.00	NM		1	\$225.00
News 3 Sunrise SATURDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S-		1			\$225.00	0.00					
E 45	KSNV	10/06/12	10/06/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.002	0.00	NM		1	\$325.00
Saturday Today															
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S-		1			\$325.00	0.00					
E 46	KSNV	10/06/12	10/06/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$300.002	0.00	NM		1	\$300.00
News 3 Today - SAT															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S-		1			\$300.00	0.00					
E 47	KSNV	10/06/12	10/06/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$450.002	0.00	NM		2	\$900.00
Sa-Su Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S-		2			\$450.00	0.00					
E 48	KSNV	10/06/12	10/06/12	Weekend Jeopardy/Who Wants To Be A Millionaire	CM	630-730pm	-----S-	:30	1	\$375.002	0.00	NM		1	\$375.00
WKND Jeop/Wheel															
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S-		1			\$375.00	0.00					
E 49	KSNV	10/06/12	10/06/12	CM	1130pm-1:02am	-----S-	:30	1	\$750.002	0.00	NM		1	\$750.00	

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 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Saturday Night Live											
				Saturday Night Live											
				SNL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1	\$750.00			0.00					
E 50	KSNV	10/07/12	10/07/12	News 3 Sunrise - SUNDAY	CM	6a-7a				-----S	:30	1	\$225.002	0.00 NM	1 \$225.00
				News 3 Sunrise SUNDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1	\$225.00			0.00					
E 51	KSNV	10/07/12	10/07/12	Sunday Today	CM	7a-8am				-----S	:30	1	\$500.002	0.00 NM	1 \$500.00
				Sunday Today											
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1	\$500.00			0.00					
E 52	KSNV	10/07/12	10/07/12	Meet the Press	CM	8a-9am				-----S	:30	1	\$1,900.002	0.00 NM	1 \$1,900.00
				Meet the Press											
				MTP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1	\$1,900.00			0.00					
E 53	KSNV	10/07/12	10/07/12	News 3 Today Wknd	CM	9a-930am				-----S	:30	1	\$250.002	0.00 NM	1 \$250.00
				News 3 Today											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1	\$250.00			0.00					
E 54	KSNV	10/07/12	10/07/12	Chris Matthews 9:30AM GM	CM	9:30a-10a				-----S	:30	1	\$375.002	0.00 NM	1 \$375.00
				Chris Matthews SUN 9:30am											
				CM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1	\$375.00			0.00					
E 55	KSNV	10/07/12	10/07/12	NFL Pre-Game / FNA	CM	1p-530pm				-----S	:30	1	\$1,600.002	0.00 NM	1 \$1,600.00
				NFL Pre-Game											
				FNIA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1	\$1,600.00			0.00					
E 56	KSNV	10/07/12	10/07/12	NFL Football	CM	1P-9PM				-----S	:30	1	\$8,000.002	0.00 NM	1 \$8,000.00
				NFL Football											
				SNF											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1	\$8,000.00			0.00					
E 57	KSNV	10/07/12	10/07/12	NFL End of Game Break	CM	1p-9p				-----S	:30	1	\$6,500.002	0.00 NM	1 \$6,500.00
				NFL End of Game Break											
				SNF-POSTGAME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1	\$6,500.00			0.00					
E 58	KSNV	10/07/12	10/07/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a				-----S	:30	1	\$200.002	0.00 NM	1 \$200.00
				Sports Night in Las Vegas											
				SPORTS NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1	\$200.00			0.00					

Totals 134 \$82,725.00